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HANDOUT: Types of common mistakes



Common Copywriting Mistakes

Not every mistake gets spotted by autocorrection features. Writers can misuse words, terms, and punctuation. Understand the differences between commonly confused words and how punctuation should be used to provide clear meaning.

Commonly misused words and phrases:

It's and Its

It's a real shame the team lost **its** last game.

It's means "it is": **It's** hot out there today.

Its is a possessive word: That platypus has a gun in **its** hand.

There, their and they're

There is a location: *There is my neighbor's pool.*

Their is possessive: *Their kids are in the pool.*

They're means “they are”: *They can't swim so they're all gonna drown.*

Accept and except

I **accept** all credit cards **except** for American Express.

Affect and Effect

The sun will **affect** the temperature by causing a heating **effect**.

Lose and Loose

I might **lose** the race if I trip on my **loose** shoelaces.

Flesh out and Flush out

I need to **flesh out** some good ideas for traps so I can **flush out** the mouse living in my wall.

Weather and Whether

I'm not sure **whether** or not I'll wear a coat today. It depends on the **weather**